

Generic Medicines Enhancing Pharmaceutical Competition and Ensuring Healthcare Sustainability

| 14th EGA Annual Conference |

Paris Marriott Rive Gauche Hotel, Paris, France

2nd - 3rd June 2008

SUNDAY 1st JUNE 2008

- 08:00 - 09:00 REGISTRATIONS PRE-CONFERENCE SEMINAR
(only for delegates who have registered separately)
- 09:00 - 17:00 PRE-CONFERENCE SEMINAR “A GLOBAL VIEW OF INTELLECTUAL PROPERTY
AND GENERIC DRUGS”
(only for delegates who have registered separately)

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- 19:00 - 21:00 CONFERENCE REGISTRATIONS AND COCKTAIL
in the “Jardins du Luxembourg” at the Paris Marriott Rive Gauche Hotel
DRESS CODE: CASUAL/SMART

HOSTED BY:  **UBS** Investment
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EUROPEAN GENERIC MEDICINES ASSOCIATION

MONDAY 2nd JUNE 2008

08:00 - 09:00 NETWORKING WELCOME COFFEE in the Conference Foyer

09:00 - 10:45 OPENING SESSION - Chair | Greg Perry, Director General EGA

KEYNOTE SPEAKERS

Roseline Bachelot-Narquin, French Minister of Health, Youth and Sports (Ministre de la santé, Jeunesse et Sports) (Invited)

Georgette Lalis, Director, DG ENTR/F Consumer Goods, European Commission

Jean Marimbert, Director General of the French Agency for the Safety of Health Products (AFSSAPS)

AFFORDABILITY, COMPETITION, INNOVATION AND GENERIC MEDICINES IN THE EU
Eric Gorka, President EGA & Head Commercial Operations EMEA for Sandoz International

ENHANCING PHARMACEUTICAL COMPETITION IN FRANCE THROUGH THE GREATER USE OF GENERIC MEDICINES

Pascal Brière, President GEMME & President BIOGARAN

10:45 - 11:15 NETWORKING COFFEE BREAK in the Conference Foyer

11:15 - 13:00 SESSION 2 - LAUNCH OF THE EGA REPORT ON BARRIERS TO GENERIC COMPETITION - OPENING STATEMENTS & CONCLUSIONS

Chair | Greg Perry, Director General EGA

LEGAL & IP ASPECTS

MARKET ASPECTS

Presentation of the report Barriers to Generic Competition followed by panel discussion:

Kees De Joncheere, Regional Adviser Health Technology and Pharmaceuticals, WHO Regional Office for Europe

Prof. Stanislav Primozic, Slovenian Health Economics Authorities

Laure Lechertier, Head of the Department of Pharmaceutical Policy Mutualité Française

Philippe Sauvage, French Ministry of Health (Invited)

Margot Fröhlinger, Director Knowledge-based Economy, DG Internal Market European Commission

Ingwer Koch, Director Patent Law European Patent Office

Irmfried Schwimann, Acting Director - FG Competition, Directorate D - Markets & Cases III: Financial Services and Health-related Markets - European Commission

QUESTIONS & ANSWERS

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- 13:00 - 14:30** NETWORKING BUFFET LUNCH in the Conference Foyer
- 14:30 - 16:30** **SESSION 3 - ANALYSING THE IMPACT OF GOVERNMENT MEASURES IN INDIVIDUAL EUROPEAN MARKETS**
Chair | Emile Loof, Vice President EGA & CEO Pharmachemie B.V.
- This session will look at how measures from governments and health authorities impact the generic market in countries including Belgium, France, Germany, Hungary, Italy, the Netherlands, Poland, Spain, Sweden, and the United Kingdom. With focus on: tendering systems, regulated pricing systems and pricing pressures, reimbursement systems, generic dispensing and generic prescription. This panel will include the following speakers:
- Frank Bongers, Chair of EGA Health Economics Committee & Chairman of BOGIN
Cezary Sledziwski, Chair of EGA National Associations Committee & President of the Board of the Polish Union of Employers in Pharmaceutical Industry
Elke Grooten, Director Pharmaceutical Policy EGA
Hugo Carradinha, Senior Manager Health Economics Affairs EGA
- QUESTIONS & ANSWERS**
- 16:30** **CLOSURE OF THE DAY BY GREG PERRY**
- 16:30 - 17:00** END-OF-DAY NETWORKING COFFEE in the Conference Foyer
- 19:30 - 24:00** **CONFERENCE GALA DINNER AT THE INTERCONTINENTAL PARIS GRAND HOTEL**
DRESS CODE: BUSINESS/ELEGANT

HOSTED BY:



TUESDAY 3rd JUNE 2008

- 08:00 - 09:00** NETWORKING COFFEE in the Conference Foyer
- 09:00 - 10:45** **SESSION 4 - NEW MARKET DYNAMICS OF THE GENERIC PHARMACEUTICAL INDUSTRY**
Chair | Eric Gorka, President EGA & Head Commercial Operations EMEA for Sandoz International
- DEVELOPMENTS IN THE GENERIC PHARMACEUTICAL MARKET IN THE EU AND COMPARISON WITH OTHER REGIONS**
Alan Sheppard, Global Head Generics, IMS Health



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CHANGING DYNAMICS IN THE GENERIC PHARMACEUTICAL INDUSTRY IN EUROPE AND OTHER REGIONS. PAST AND FUTURE TRENDS

Rupert Hill, Managing Director Head of EMEA Healthcare, Merrill Lynch International

MOVING BEYOND THE COMMODITY MARKET: WHAT FUTURE IS THERE IN ADDED VALUE GENERICS, NICHE PRODUCTS AND BIOSIMILARS?

Brian Tempest, Chairman Hale & Tempest, Chief Mentor & Vice Chairman Ranbaxy India (recently retired) and now Non Executive Director

QUESTIONS & ANSWERS

10:45 - 11:15

NETWORKING COFFEE BREAK in the Conference Foyer

11:15 - 13:00

SESSION 5 - LOOKING BEYOND THE EU

Chair & Opening Statement | Tommy Erdei, Executive Director Global Healthcare Group UBS Investment Bank

RUSSIA, CIS AND THE BALKANS: EMERGING MARKETS FOR GENERIC MEDICINES

András Orosz, Commercial Director International Gedeon Richter Plc

SHOULD GENERIC COMPANIES LOOK BEYOND EUROPE WHERE ARE THE MARKET OPPORTUNITIES (PACIFIC AND FAR EAST)?

Hirohisa Iriyama, VP Business Development APAC & Director Japan Strategy, Hospira

KEY DEVELOPMENTS IN USA?

Tim Sawyer, Executive Vice President, Global Generic Sales and Marketing, Barr Laboratories Inc.

QUESTIONS & ANSWERS

13:00 - 14:30

NETWORKING BUFFET LUNCH in the Conference Foyer

14:30 - 16:45

SESSION 6 - EUROPEAN CEOs PANEL: PERSONAL PERSPECTIVES ON THE FUTURE OF THE GENERIC MEDICINES INDUSTRY IN EUROPE AND COMPARISONS WITH OTHER REGIONS

Chair & Opening Statement | Paul Edwards, CEO Ruston Poole International

Didier Barret, President EMEA Mylan & President Mylan France SAS
Peter Burema, President Global Pharmaceutical Business Ranbaxy
Eric Gorka, Head Commercial Operations EMEA for Sandoz International
Rory O'Riordan, CEO Clonmel Healthcare & Vice President Europe Stada
Gerard WM van Odijk, President & CEO TEVA Pharmaceuticals Europe

QUESTIONS & ANSWERS

16:45 - 17:00

CLOSURE OF THE CONFERENCE BY GREG PERRY

17:00 - 17:30

END-OF-CONFERENCE COCKTAIL RECEPTION in the Conference Foyer

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For further information and to register on-line, please visit:

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Registrations close officially on 16th May 2008 & are subject to availability

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